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U. S. DEPARTMENT OF AGRICULTURE

Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

October 1957



HPD-51

December 1957

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, BUTTER, AND
MARGARINE, OCTOBER 1957

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets. :
: Data for a month are for a 4-week period (28 days) to permit :
: comparisons of purchase volume between periods of equal length. :
:

FLUID MILK 1/

Total: Householders, maintaining their high level of purchases, bought about 1,264 million quarts of fluid milk (whole and skim) in October 1957. This total was an increase of nearly 10 million quarts from September 1957 and of 36 million quarts or 3 percent from October 1956. Cumulative purchases of fluid milk in the April-October 1957 period ran about 5 percent ahead of the purchase volume in the corresponding period a year earlier.

Nearly 86 percent of all families made a fluid milk purchase in October 1957, compared with about 84 percent in October 1956. 2/ Per capita purchases of fluid milk at 7.6 quarts for a 4-week period were up slightly from October 1956 and approached the peak for the series established in March 1957. 3/

Fluid whole milk: Consumers bought a record volume of fluid whole milk for home use in October 1957 in spite of the fact that the price was the highest paid since this series of reports began in April 1954. 4/ Purchases of 1,194 million quarts exceeded the volume bought in October 1956 by 31 million quarts or about 3 percent. This gain represents the smallest increase, both absolute and percentagewise, from a year earlier in the current dairy marketing season. Prices averaged 23.6 cents per quart equivalent, 0.6 cent per quart higher than in October 1956.

For the fourth successive month purchases of whole milk in half-gallon containers established a new high. Householders bought 468 million quarts of whole milk in half-gallon units in October 1957, a gain of 19 percent from a year earlier and double the quantity purchased in this size container 3 years earlier. In October 1954, only 21 percent of the whole milk bought for home use was in a half-gallon container; 2 years later the ratio had increased to about 34 percent, and rose to 39 percent of the total in October 1957.

Purchases of whole milk in quart-size units have continued to decline. The volume bought in October 1957--633 million quarts--was about 8 percent

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

3/ Per capita purchases are based on total U. S. civilian, non-institutional population.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

below the level of a year earlier and 22 percent below October 1954 purchases. Householders bought 53 percent of their whole milk for home use in single quarts in October 1957, compared with 59 percent a year earlier and 73 percent in October 1954.

Gallon-unit purchases in October 1957 increased almost 12 percent, to about 91 million quarts, from a year earlier. Nearly 8 percent of whole milk was purchased in gallon containers during October 1957.

Prices paid by consumers for whole milk have risen every month since June 1957, regardless of the type of container. The increase was nearly a cent per quart for milk in gallon- and quart-size containers and slightly less for half-gallons over the period. The October 1957 prices reflected new highs for whole milk purchased in each container size. Consumers paid 25.2 cents per quart for whole milk in single-quart units in October 1957, compared with 24.2 cents a year earlier. Prices paid for whole milk in half-gallons--22.3 cents per quart equivalent--and in gallons--19.1 cents--represented gains of approximately one-half cent from October a year ago.

Fluid skim milk: About one-fifth of all United States families made a purchase of a fluid skim milk item in October 1957, a slight increase from a year earlier. Total purchases of skim milk, nearly 70 million quarts, were about 7 percent greater than in October 1956 and nearly 19 percent greater than the October 1954 volume. 5/ Per capita purchases of skim items, at 0.42 quart in October 1957, were about equal to the monthly average for the current dairy marketing season, but were slightly ahead of the October 1956 rate.

In October 1956 and 1957, approximately 21 percent of the volume of skim items bought by householders was purchased in half-gallon containers; this compares with 8 percent in October 1954. About three-fourths of the purchase volume of skim milk was bought in single-quart containers in October in both 1956 and 1957. Gallon units accounted for 3 to 4 percent of total skim milk purchases in both periods.

Skim items in quart-size containers--52 million quarts--were purchased at the highest price paid by consumers in this series, 20.4 cents per quart, up 0.4 cent from October 1956. Prices paid for skim milk in half-gallons, 17.7 cents, and in gallons, 11.7 cents, each reflected advances of 0.7 cent per quart equivalent from a year earlier.

NONFAT DRY MILK

Householders purchased a record volume--13.7 million pounds--of nonfat dry milk in October 1957, exceeding the previous high established in April 1955 by about 2 percent. The large purchase volume, 11 percent ahead of the

5/ Fluid skim includes skim, fortified skim, buttermilk, and flavored milk drinks.

quantity bought in October 1955, was accompanied by a relatively high per capita purchase rate. About 0.82 pound of nonfat dry milk was bought per person in October 1957, compared with slightly more than 0.76 pound 2 years earlier.

Both the average size of purchase of nonfat dry milk and the average price paid by consumers were substantially greater than in October 1955. The average purchase amounted to about 24 ounces in October 1957, up 12 percent from 2 years earlier, while the price paid rose from 38.7 cents 2 years earlier to 41.1 cents per pound.

BUTTER

United States household consumers bought 66.5 million pounds of butter in October 1957, compared with 65.8 million pounds in the same month a year earlier. The October 1957 butter purchase volume reflected little gain from the 1954-56 average of 65 million pounds for the month. Accompanying this modest gain was a 2-cents-per-pound advance in the average price paid. Both the per capita purchase rate and the proportion of families buying butter declined from a year earlier. No change was reported in the average size of purchase, but there was a 2-percent increase from October 1956 in the frequency of purchase.

Per capita purchases, at 0.40 pound, were about the same as the rate for October 1956 and the 1954-56 average for the month. However, both total and per capita buying in October 1957 scored a gain of 3 percent from the level of the preceding month.

The proportion of buying families in October 1957--45 percent--was unchanged from the preceding month, but reflected a loss of 1 percentage point from the same month in 1956 and 1955. Consumers paid an average of about 72 cents per pound for butter in October 1957, compared with nearly 70 cents a year earlier. The October 1957 price paid, however, was lower than the 75 cents per pound average for April 1953-March 1954.

MARGARINE

Three out of every 5 families made a margarine purchase in October 1957, up slightly from the proportion buying 2 years earlier. These families bought about 104 million pounds of margarine compared with 98 million pounds in October 1955, a 6-percent increase.

Both per capita purchases and the average price paid by householders for margarine in October 1957 registered gains from October 1955. On a per capita basis, purchases rose to 0.62 pound, up 3 percent from October 1955 and up 4 percent from the 1953-55 average for the month. Consumers paid an average of 26 cents a pound for margarine in October 1957, a 1.3 cents advance from 2 years earlier, but about the same as in October 1954.

Although the average size of purchase per buying family in October 1957 rose fractionally from 2 years earlier, the frequency of purchase again declined. The net effect was that buying families purchased in October 1957 and in 1955 about 3.4 pounds of margarine. In contrast, families buying butter purchased about 2.9 pounds per month in both periods.

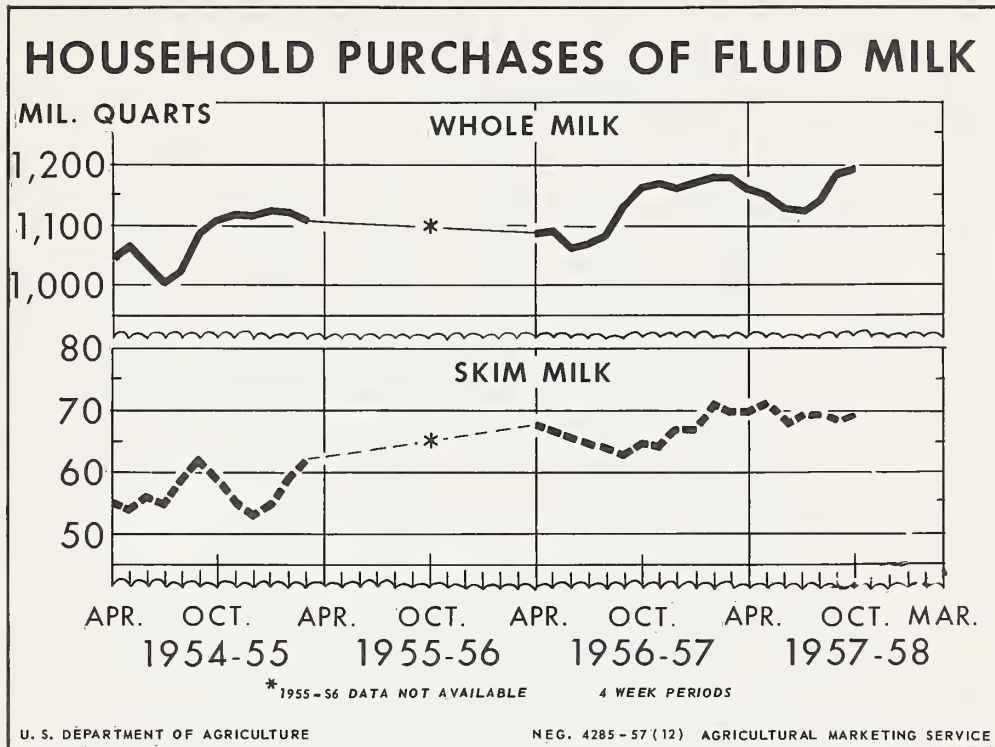


Figure 1

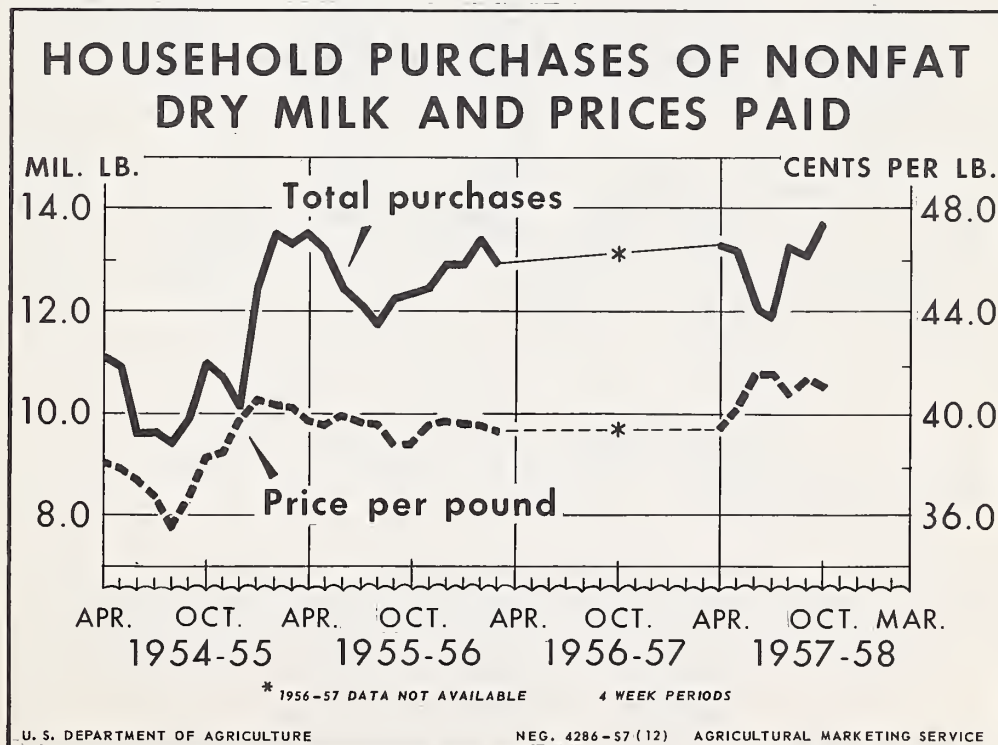


Figure 2

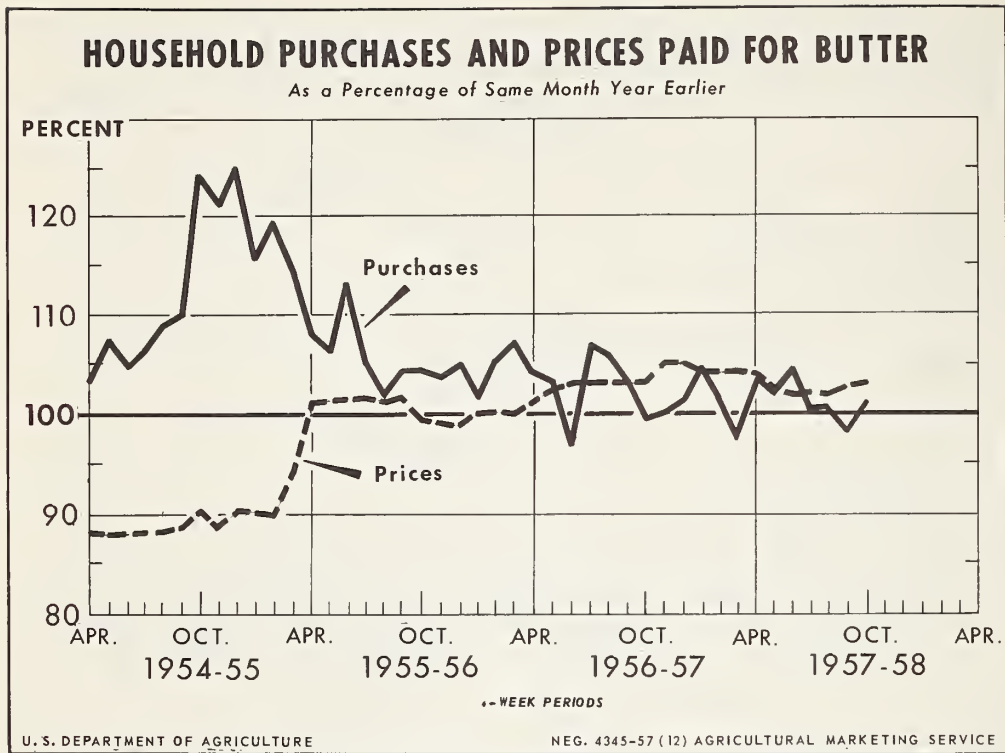


Figure 3

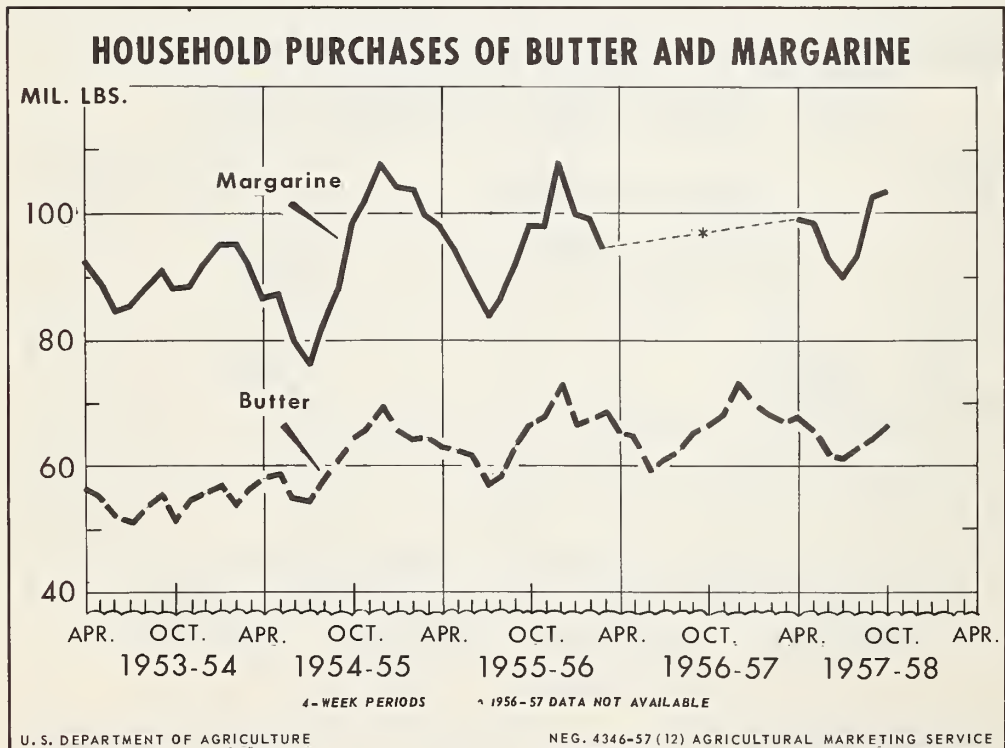


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....	13,192	13,180	10,880	79.8	81.6	68.9	24.8	19.9	21.1
June.....	12,048	12,420	9,560	72.9	76.9	60.5	23.0	20.4	22.6
July.....	11,890	12,140	9,560	71.7	75.8	60.1	22.9	20.5	23.5
August.....	13,211	11,720	9,410	79.6	73.1	59.1	24.8	20.0	22.6
September.....	13,068	12,230	9,910	78.7	76.3	62.3	23.8	20.8	22.0
October.....	13,720	12,330	10,860	82.4	76.5	67.7	23.9	21.3	20.6
November.....		12,420	10,660		77.0	66.5		21.5	20.3
December.....		12,880	10,110		79.9	63.1		21.5	19.9
January.....		12,910	12,360		80.0	77.1		21.1	18.9
February.....		13,350	13,510		82.7	84.2		21.5	18.8
March.....		13,090	13,280		81.2	82.8		21.8	18.6
	Average price paid								
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	Cents	Cents	Cents	Cents	Cents	Cents			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....	40.1	39.5	37.8	37.3	35.4	36.1			
June.....	41.6	39.9	37.3	38.6	35.8	35.4			
July.....	41.6	39.7	36.4	38.3	35.8	34.8			
August.....	40.7	39.6	35.5	37.7	35.9	33.7			
September.....	41.4	38.7	36.7	38.0	34.9	34.1			
October.....	41.1	38.7	38.3	37.7	35.4	35.0			
November.....		39.5	38.5		36.1	35.9			
December.....		39.7	39.7		36.6	35.6			
January.....		39.6	40.5		36.2	36.1			
February.....		39.5	40.3		36.3	35.8			
March.....		39.3	40.2		35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....	84.3	82.8	80.9	82.8	80.9	79.5	20.0	19.2	18.0
June.....	85.3	82.0	81.6	83.7	80.4	80.1	20.5	20.0	19.4
July.....	85.6	83.5	81.1	84.1	82.0	79.8	20.9	20.5	19.3
August.....	85.2	83.6	81.9	83.8	82.6	80.5	20.5	20.7	19.8
September.....	85.7	83.2	81.4	84.0	82.4	80.0	20.4	19.6	19.2
October.....	85.6	83.6	82.9	83.9	82.2	81.4	20.0	18.6	17.9
November.....		83.9	82.7		83.1	81.3		18.8	18.2
December.....		84.3	82.6		82.6	81.1		19.0	16.7
January.....		84.0	81.8		81.6	80.2		19.5	18.9
February.....		83.3	83.2		81.6	82.0		20.4	18.7
March.....		84.6	81.9		83.0	80.3		19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....	7.39	7.15	7.07	6.96	6.74	6.74	.43	.41	.34
June.....	7.25	6.96	6.90	6.84	6.55	6.54	.41	.41	.35
July.....	7.21	7.01	6.65	6.79	6.60	6.31	.42	.41	.35
August.....	7.27	7.10	6.79	6.85	6.70	6.42	.42	.40	.37
September.....	7.56	7.39	7.19	7.15	7.00	6.80	.41	.39	.39
October.....	7.59	7.53	7.31	7.17	7.13	6.94	.42	.40	.37
November.....		7.56	7.31		7.17	6.97		.39	.34
December.....		7.55	7.31		7.14	6.98		.41	.33
January.....		7.55	7.35		7.14	7.01		.41	.34
February.....		7.59	7.36		7.16	6.99		.43	.37
March.....		7.61	7.34		7.18	6.96		.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....	1,127	1,067	1,003	23.0	22.5	21.8
August.....	1,137	1,083	1,021	23.2	22.7	22.0
September.....	1,186	1,131	1,082	23.4	22.8	22.2
October.....	1,194	1,163	1,112	23.6	23.0	22.3
November.....		1,170	1,117		23.1	22.4
December.....		1,164	1,119		23.2	22.4
January.....		1,173	1,125		23.3	22.3
February.....		1,176	1,121		23.3	22.3
March.....		1,180	1,116		23.2	22.1
	Fluid skim milk					
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....	69.6	65.4	55.3	18.7	18.6	18.6
August.....	69.7	64.0	59.2	18.8	18.8	18.7
September.....	68.7	63.4	61.7	19.3	18.9	19.2
October.....	69.6	64.9	58.7	19.5	19.1	19.0
November.....		63.7	55.0		19.3	18.9
December.....		66.6	53.0		19.4	18.8
January.....		66.9	54.6		19.4	18.8
February.....		71.2	58.7		19.3	18.6
March.....		70.5	61.6		19.4	18.5

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....	606	651	745	441	341	204	77.7	73.6	53.7
August.....	606	653	759	447	356	208	82.3	73.4	54.0
September.....	632	674	801	459	379	219	91.7	77.3	61.3
October.....	633	687	816	468	394	230	90.8	81.4	66.2
November.....		683	811		405	242		81.8	62.3
December.....		678	807		403	247		82.7	66.3
January.....		681	800		412	254		79.0	69.2
February.....		675	790		418	256		81.6	74.4
March.....		671	783		426	260		82.8	70.9
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....	24.4	23.5	22.7	21.8	21.3	19.7	18.6	18.3	16.8
August.....	24.6	23.7	22.8	22.0	21.6	20.1	18.9	18.5	17.2
September.....	25.0	23.9	23.1	22.2	21.7	20.4	19.0	18.6	17.2
October.....	25.2	24.2	23.2	22.3	21.9	20.6	19.1	18.5	17.6
November.....		24.4	23.2		22.0	20.7		18.5	17.8
December.....		24.5	23.3		22.1	20.5		18.6	18.2
January.....		24.5	23.2		22.2	20.5		19.0	17.9
February.....		24.5	23.3		22.1	20.5		18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 2.6 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....	53.4	50.2	48.5	13.3	12.9	4.4	2.7	2.2	2.3
August.....	52.4	49.9	50.6	14.4	11.9	5.5	2.8	2.1	3.0
September.....	51.7	48.3	53.3	14.5	13.5	5.4	2.4	1.6	2.8
October.....	52.3	49.2	51.4	14.7	13.6	4.8	2.5	2.1	2.2
November.....		48.8	48.9		13.4	4.4		1.5	1.7
December.....		50.4	46.4		14.0	4.7		2.1	1.7
January.....		49.8	46.0		15.2	6.5		1.8	2.0
February.....		53.9	50.2		15.0	6.4		2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....	19.5	19.5	19.3	17.0	16.1	16.1	10.2	11.1	9.2
August.....	19.8	19.5	19.4	16.9	16.8	16.6	9.8	12.1	9.5
September.....	20.1	19.9	20.1	17.4	16.5	15.4	12.0	10.2	9.4
October.....	20.4	20.0	19.5	17.7	17.0	17.2	11.7	11.0	12.4
November.....		20.0	19.4		17.3	15.8		12.9	10.7
December.....		20.1	19.2		17.8	17.1		13.4	10.8
January.....		20.0	19.3		17.9	16.7		12.9	12.6
February.....		20.0	19.1		17.9	16.6		12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....	61.1	61.0	57.0	54.2	50.9	368	377	356	341	332
August.....	62.6	62.2	58.7	57.9	53.3	377	385	366	364	348
September.....	64.3	65.2	63.1	60.4	55.1	387	404	394	379	360
October.....	66.5	65.8	66.0	63.2	51.0	400	403	409	394	331
November.....		68.1	68.0	65.7	54.4		418	422	410	353
December.....		73.0	72.4	69.2	55.5		448	449	432	361
January.....		69.2	66.2	65.3	56.6		421	411	407	367
February.....		67.9	67.2	63.8	53.4		413	417	398	346
March.....		66.5	68.3	64.0	56.3		405	423	399	365
	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....	44.4	45.5	44.0	42.2	43.3	70.0	68.5	66.7	65.8	74.5
August.....	44.7	46.0	45.1	43.3	44.2	69.8	68.5	66.7	66.0	74.7
September.....	45.2	46.6	46.1	43.1	45.9	71.0	69.2	67.4	66.4	74.9
October.....	45.2	46.3	46.3	45.4	43.7	71.9	69.8	67.7	68.1	75.3
November.....		47.6	47.6	46.2	44.8		70.9	67.6	68.2	76.6
December.....		48.8	49.0	48.5	44.4		71.1	67.8	68.6	76.0
January.....		46.4	46.9	45.5	42.8		70.8	68.0	68.2	75.6
February.....		46.1	46.5	45.6	42.2		70.6	67.8	67.7	75.2
March.....		45.2	47.2	45.4	44.1		70.4	67.5	67.6	72.2
	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....	2.47	2.47	2.45	2.65	2.58	1.11	1.10	1.09	1.09	1.04
August.....	2.54	2.52	2.50	2.81	2.67	1.10	1.10	1.08	1.08	1.03
September.....	2.59	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.09	1.03
October.....	2.67	2.62	2.68	2.84	2.59	1.10	1.10	1.10	1.09	1.02
November.....		2.61	2.66	2.88	2.65		1.11	1.11	1.09	1.04
December.....		2.71	2.70	2.66	2.68		1.12	1.13	1.11	1.05
January.....		2.70	2.65	2.73	2.90		1.11	1.10	1.09	1.04
February.....		2.66	2.70	2.65	2.73		1.11	1.10	1.10	1.04
March.....		2.68	2.68	2.67	2.75		1.11	1.11	1.09	1.04

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....	89.7	83.6	76.2	85.5	541	522	479	558
August.....	93.4	86.6	82.7	88.0	563	540	520	574
September.....	102.9	91.5	87.8	91.1	620	571	552	595
October.....	103.6	97.8	98.7	88.2	623	606	616	573
November.....		97.8	101.8	88.5		607	635	575
December.....		107.3	107.4	91.8		666	670	597
January.....		99.8	103.9	94.6		619	648	614
February.....		99.2	103.4	94.7		615	645	600
March.....		94.3	99.4	91.7		585	620	581
	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....	55.8	55.9	53.5	57.7	26.2	24.8	26.9	26.0
August.....	57.5	57.1	55.7	58.7	26.2	25.0	26.8	26.1
September.....	60.1	58.0	58.0	59.9	26.1	25.1	26.8	25.8
October.....	60.6	59.2	62.4	58.9	26.0	24.7	26.2	25.4
November.....		60.6	63.4	60.0		24.7	25.5	26.0
December.....		63.4	63.7	60.0		24.6	25.7	26.7
January.....		59.9	63.2	58.7		24.4	25.7	26.7
February.....		60.0	63.3	60.7		24.3	25.7	25.8
March.....		59.4	61.6	59.8		24.6	25.5	25.9
	Per buying family							
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....	2.06	2.04	2.23	2.31	1.55	1.52	1.43	1.46
August.....	2.09	2.08	2.31	2.36	1.55	1.51	1.44	1.45
September.....	2.18	2.16	2.36	2.40	1.56	1.51	1.43	1.43
October.....	2.18	2.21	2.39	2.24	1.56	1.54	1.46	1.49
November.....		2.15	2.41	2.24		1.55	1.48	1.46
December.....		2.20	2.29	2.37		1.59	1.53	1.47
January.....		2.18	2.29	2.46		1.57	1.48	1.46
February.....		2.15	2.25	2.37		1.58	1.51	1.45
March.....		2.10	2.24	2.37		1.55	1.50	1.43

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